

## ORDER



**Orders**  
**Order / Rev:** 36861  
**Alt Order #:** 07914520  
**Product Desc:** BARNES/SS22/D  
**Estimate:** 2481  
**Flight Dates:** 10/30/12 - 11/04/12  
**Original Date / Rev:** 10/22/12 / 10/22/12  
**Order Type:** GENERAL

**WTVF**  
**Primary AE:** Fran Berg  
**Sales Office:** WADC  
**Sales Region:** National

**Agency**  
**Name:** LUC Media  
**Buying Contact:**  
**Billing Contact:**  
 25 Whitlock Place, Suite 201  
 Marietta, GA 30064

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Tim Barnes for State Senate  
**Demographic:** A35+  
**Product Codes:** PO03  
**Priority:** P4  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 10/31/13  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	14	\$5,275.00	\$4,483.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	14	\$5,275.00	\$4,483.75	0.00
<b>Totals</b>	<b>14</b>	<b>\$5,275.00</b>	<b>\$4,483.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Fran Berg			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WTVF	38%	\$5,275.00
Market	100%	\$13,881.58

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	62%	\$8,606.58
WCTE	0%	\$0.00
WHTN	0%	\$0.00
WJFB	0%	\$0.00
WKRN	0%	\$0.00
WNAB	0%	\$0.00
WNPX	0%	\$0.00
WPGD	0%	\$0.00
WSMV	0%	\$0.00
WUXP	0%	\$0.00
WZTV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTVF	11/02/12	11/02/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	----F--	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
5A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/29/12		11/04/12	----F--	1	\$300.00		0.00								
E 2	WTVF	11/01/12	11/01/12		CM	6a-7a	---T---	:30	1	\$525.00	P4	0.00	NM	1	\$525.00

Order / Rev: 36861  
 Alt Order #: 07914520  
 Flight Dates: 10/30/12 - 11/04/12

Advertiser: Tim Barnes for State Senate  
 Product Desc: BARNES/SS22/D  
 Estimate: 2481  
 WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6a-7a M-F 6a-7a 6A MORNING REPORT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$525.00 0.00														
E 3	WTVF	10/31/12	10/31/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a --W----	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
7A NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --W---- 1 \$400.00 0.00														
E 4	WTVF	10/30/12	10/30/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a -T-----	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
EARLY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$200.00 0.00														
E 5	WTVF	11/03/12	11/03/12	Sat AM News 6a-9a Sa 6a-9a	CM	558a-9a -----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
SAT 6A NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$300.00 0.00														
E 6	WTVF	11/04/12	11/04/12	Sun AM News 6a-8a Su 6a-8a	CM	558a-8a -----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
SUN 6A NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$250.00 0.00														
E 7	WTVF	10/30/12	10/30/12	M-F 9a-10a M-F 9a-10a	CM	858a-10a -T-----	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
RACHEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$350.00 0.00														
E 8	WTVF	10/31/12	10/31/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a --W----	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
PRICE RT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --W---- 1 \$450.00 0.00														
E 9	WTVF	11/01/12	11/01/12	M-F 11a-1130a M-F 11a-1130a	CM	11a-1130a ---T---	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
TALK OF TOWN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$400.00 0.00														
E 10	WTVF	11/02/12	11/02/12	M-F 1130a-1230p M-F 1130a-1230p	CM	1130a-1230p ----F--	:30	1	\$375.00	P4	0.00	NM	1	\$375.00
YOUNG & REST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----F-- 1 \$375.00 0.00														
E 11	WTVF	10/31/12	10/31/12	M-F 1230p-1p M-F 1230p-1p	CM	1230p-1p --W----	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
BOLD & BEAUT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --W---- 1 \$250.00 0.00														
E 12	WTVF	10/30/12	10/30/12	M-F 2p-3p M-F 2p-3p (2:00 PM-3:00 PM)	CM	2p-3p -T-----	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
LETS DEAL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$250.00 0.00														
E 13	WTVF	11/01/12	11/01/12	M-F 4p-430p M-F 4p-430P	CM	4p-430p ---T---	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
4P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$600.00 0.00														
E 14	WTVF	11/02/12	11/02/12		CM	5p-530p ----F--	:30	1	\$625.00	P4	0.00	NM	1	\$625.00

Advertiser:	Tim Barnes for State Senate
Product Desc:	BARNES/SS22/D
Estimate:	2481

WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5p-530p											
				M-F 5p-530p											
	5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	----F--		1		\$625.00		0.00					
													Totals	14	\$5,275.00

Rep Order# 7914520 Ver# 1 Status New  
EC'd Yes

Traffic Order# 36861

Printed: 10/22/2012 10:33 AM  
Last Received: 10/22/2012 10:23 AM  
Showing Buylines: All Lines

Station WTVF-TV NASHVILLE TN  
Advertiser ( ) BARNES, TIM  
Product BARNES/SS22/D  
Estimate# 2481  
Buyer AMY MILLIS  
Phone#  
Fax#  
Agency ( ) LUC MEDIA  
25 WHITLOCK PLACE, SUITE 201  
MARLETTA, GA 30064  
Agency C/P1/P2/E //2481  
Flight Dates 10/30/2012 - 11/04/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BERG  
Salesperson Phone# 202-872-1155  
Salesperson FAX# 202-872-8745

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	5A-6A	5A NEWS	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
	2	TH	6A-7A	6A MORNING REPORT	:30	\$525.00	11/01-11/01	1	1	1	\$525.00	
	3	W	7A-8A	7A NEWS	:30	\$400.00	10/31-10/31	1	1	1	\$400.00	
	4	TU	8A-9A	EARLY SHOW	:30	\$200.00	10/30-10/30	1	1	1	\$200.00	
	5	SA	6A-9A	SAT 6A NEWS	:30	\$300.00	11/03-11/03	1	1	1	\$300.00	
	6	SU	6A-8A	SUN 6A NEWS	:30	\$250.00	11/04-11/04	1	1	1	\$250.00	
	7	TU	9A-10A	RACHEL RAY	:30	\$350.00	10/30-10/30	1	1	1	\$350.00	
	8	W	10A-11A	PRICE RT	:30	\$450.00	10/31-10/31	1	1	1	\$450.00	
	9	TH	11A-1125A	TALK OF TOWN	:30	\$400.00	11/01-11/01	1	1	1	\$400.00	
	10	F	1127A-1230P	YOUNG & REST	:30	\$375.00	11/02-11/02	1	1	1	\$375.00	
	11	W	1230P-1P	BOLD & BEAUT	:30	\$250.00	10/31-10/31	1	1	1	\$250.00	
	12	TU	2P-3P	LETS DEAL	:30	\$250.00	10/30-10/30	1	1	1	\$250.00	

Rep Order# 7914520 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 10/22/2012 10:33 AM  
Last Received: 10/22/2012 10:23 AM  
Showing Buylines: All Lines

Station WTVF-TV NASHVILLE TN  
Advertiser ( ) BARNES, TIM  
Product BARNES/SS22/D  
Estimate# 2481  
Buyer AMY MULLIS  
Phone#  
Fax#

Agency ( ) LUC MEDIA  
25 WHITELOCK PLACE, SUITE 201  
MARLETTA, GA 30064  
Agency C/P1/P2/E //2481  
Flight Dates 10/30/2012 - 11/04/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BERG  
Salesperson Phone# 202-872-1155  
Salesperson FAX# 202-872-8745

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	13	TH	4P-430P	4P NEWS	:30	\$600.00	11/01-11/01	1	1	1	\$600.00	
	14	F	5P-530P	5P NEWS	:30	\$625.00	11/02-11/02	1	1	1	\$625.00	

---REPORT TOTALS---  
Report Totals: 14 / \$5,275.00

---SALES MONTHLY TOTALS---  
Nov 12: 14 / \$5,275.00  
Sales Totals: 14 / \$5,275.00  
Station Totals: 14 / \$5,275.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$13,882	CABL 0%	CBLA 0%	CBIB 0%	INTA 0%	NCFP 0%
		UNKN 62%	WKRN 0%	WNAB 0%	WSMV 0%	WTVF 38%
		WUXP 0%	WZTV 0%			

Books null  
Demos RA35+